

APPENDIX 1

GUIDELINES AND ASSUMPTIONS

ACCOMMODATION OF INTERNAL REQUIREMENTS

The network requirements of the TDPUD define *core* network capabilities. Core network costs include infrastructure costs and a (hypothetical) 24 to 48-strand fiber backbone, as a reference framework for a dedicated SCADA network. This is for the purpose of establishing incremental costs corresponding to additional services and functions, as discussed below.

- Possible high-speed data requirements of public, educational, and government (PEG) agencies would be accommodated on fiber rings that are separate from the TDPUD ring.
- All TDPUD nodes are to be activated during the initial year of operation.
- All telecommunications locations are multiplexed. Electric and Water SCADA measurement stations are aggregated at telecom nodes.
- Savings of \$40,000 annually are attributable to reduced energy costs for water storage and pumping station operations, derived through an integrated electric/water SCADA system.
- Operational efficiencies and cost savings will be derived within the Electric and Water utilities through enhanced SCADA and network reliability. These benefits are estimated to be \$80,000 annually or approximately one percent of revenues.
- Although provision is made to accommodate PEG institutions, no revenue contribution or allocation of costs is considered in the baseline TDPUD scenario.

EVALUATION OF EXTERNAL MARKET OPPORTUNITIES

The business case considers the following services:

- Dark Fiber - Lease of fiber capacity (dark fiber) to a telecommunications service provider.
- Bandwidth - Provisions to accommodate business customers' telecommunications needs in the form of 3 to 5 MHz (to possibly 100 MHz) bandwidth pipes in conjunction with the data network.
- Internet - Mass market, high-speed Internet service, provided in conjunction with a hybrid fiber/coax (HFC) network or other architectures.

- CATV - Provisions necessary to make CATV services available to all TDPUD residences. It is presumed that several municipal CATV service providers would be competing for residential subscribers.
- Telephony - Provisions to accommodate telephony in conjunction with an HFC overbuild are to be limited to telephone in conjunction with Internet services (Telephone over Internet Protocol).

FIBER DEPLOYMENT

The backbone network is comprised of a fiber ring and linear segments as shown in Exhibit 1. The backbone is to provide access to all neighborhoods in the TDPUD serving area and selected communities beyond the current TDPUD serving area.

- Backbone fiber cross sections are to be sized in anticipation of long-term requirements. The relatively low incremental cost of the fiber strand (e.g., the difference in cost between installation of 48 versus 96 fiber facilities, or between 96 versus 144 fiber facilities) warrants consideration of the larger cross sections, particularly in view of the uncertainties in market demand for bandwidth, the number of video service providers, and the rapid expansion of demand for information technology and telecommunications services.
- The *backbone network* topology is defined by connections between CATV node points, and between TDPUD facilities and Electric Utility substations.
- The *distribution network* is defined by; coaxial cable runs emanating from fiber nodes to provide access to homes throughout the residential community.
- Backbone sections comprise approximately 35 miles, and the distribution sections will comprise approximately 110 miles when all home are passed.
- The fiber is predominantly aerial, utilizing TDPUD right-of-way and poles. Limited underground sections are utilized in the downtown area.

SCADA/PEG/BUSINESS NETWORK

The following entities are to be accommodated by the TDPUD data network:

- TDPUD Electric Utility
- TDPUD Water Utility
- Other Utility Districts
- Education Institutions & School Districts

GUIDELINES AND ASSUMPTIONS

- Public Institutions (e.g., Hospitals & Libraries)
- Municipal and County Governments
- Large Businesses
- Small Businesses (Aggregated Nodes)

Locations requiring extensions are to be served by a minimum of 12 fibers, of which 6 are to be spliced initially. Dual entrance is not required.

Given the low satisfaction scores among customers of USA Media's service, it appears as though choice is the factor limiting movement to an alternative provider of such services. Factors that could limit choice would include the cost of equipment for satellite services, neighborhood covenants restricting satellite dishes or inadequate marketing efforts on the part of satellite television services.

When compared with CATV customers, respondents with satellite TV signal reception were much more satisfied on every dimension of their services. Of particular strength was the quality of signal received, where most Dish Network (81%) and DirectTV (97%) customers assigned a grade of "A" or "B".

DirectTV received modestly higher satisfaction grades when compared with Dish Network on most variables. On the satisfaction with price paid for the signal dimension, Dish Network (59%) and DirectTV (57%) customers awarded nearly identical combined "A" and "B" grades.

Respondents indicated significantly higher (78%) levels of access to internet services than are found in the national population (56%). Respondents with local or regional ISPs were more satisfied with their services than were respondents with national ISPs.

Less than half (44%) of the respondents graded their satisfaction with their ISPs speed an "A" or "B". On other attributes, combined "A" or "B" grades were higher. The respective "A" and "B" grade satisfaction scores were: reliability (78%), access to a line (75%), satisfaction with price (74%) and satisfaction with available choices of ISPs (59%).

Respondents with internet service engaged in the typical activities associated with such services. Most utilized e-mail (96%), made purchases (89%) and "surfed the net" (80%). Many also used the internet for managing investments (64%) or business matters (62%). Fewer used the internet in issues related to employment (43%), to play games (37%) or to chat with others in chat rooms (18%).

Respondents generally felt that competition is a good thing and that additional providers of television signal and internet services would benefit consumers. Three-fourths (75%) of the respondents indicated that they would have no problem potentially purchasing a bundle of such services from one provider. When asked if the potential provider of such services were Truckee-Donner Public Utility District, intent to consider such purchases remained high.

Of the 401 respondents, 278 (or 69%) indicated they would consider utilizing TDPUD as their CATV and ISP provider. Reasons for openness to such services from TDPUD most frequently focused on the possibility of better prices (37%), positive experiences with TDPUD in the past (27%) and the convenience of having all services paid on one monthly billing statement (18%).

Of the 401 respondents, 65 (or 16%) indicated that they would not consider utilizing TDPUD as their CATV and ISP provider. The only significant group (26%) of responses as to why they would reject TDPUD was the feeling that these were inappropriate businesses for a public utility.

The remaining 58 respondents (or 14%) were uncertain as to whether or not they would consider TDPUD as a provider of the subject services. Many (48%) of the uncertain group indicated that the price of the service would be their main consideration.

PART 1

Individual Depth Interviews Part-Time Truckee Residents

METHODOLOGY

A total of 15 depth interviews were conducted among Truckee property owners who used their Truckee residence as a part-time residence. Most (12) of the respondents lived in the San Francisco metro area. Two respondents lived in the Sacramento area and one respondent lived in Reno. Most of the Truckee properties were owned by individuals. A few of the properties were owned by extended families or a group of friends. One property was owned by a small business and used as an employee perq.

The interviews lasted between 20 and 45 minutes. A discussion guide (appended to the rear of Part 1 of the report) was utilized to ensure that topics of interest were addressed during the interviews.

FINDINGS

All of the respondents who maintained a part-time residence in Truckee indicated that they had local telephone service and had not had any problems with the service. They did not associate the voice phone capability with performance problems some were encountering with their Internet Service Providers. In the area of local phone service, people perceived that they were receiving adequate service.

Some of the people interviewed had CATV and some had no television service. None of the people we spoke with had satellite television service. People without cable service said that the price of the monthly service was prohibitive given their level of usage. Several respondents currently not receiving a television signal indicated that they would be interested in a monthly basic cable service priced in the \$10 to \$15 range. Many of the respondents, with and without current CATV service, indicated they would be interested in a metered service based on usage rather than a set monthly fee.

Some of the respondents indicated that their satisfaction levels with the CATV provider declined when new ownership took over. These respondents suggested that the change in ownership happened about one or two years ago. According to some of the respondents, the change in ownership resulted in the discontinuance of several channels that they had watched, that networks changed channel locations, and that they were not informed of the new station channel locations.

Two of the respondents would not subscribe to CATV services at any price. They see their Truckee homes as escapes from society-at-large and enjoy the quiet, self-imposed freedom from television.

Internet usage among part-time residents while in Truckee was very low, even among business owners. Most of the respondents have computers in their full-time residence and most of these people are on the net daily. Many of these people indicated having DSL types of internet providers and have high expectations of any improved service that might be offered in the Truckee area. For some, it is somewhat inconvenient having limited or no access to the net when staying in Truckee. For others, it is a relief not to have that distracting service available in their escape residence.

Over half the people we interviewed were self-employed or held positions of influence within their companies. One of the Bay Area business owners indicated that his family would spend more time telecommuting from Truckee if better internet services were available in the area. However, most of the business owners felt a need to be physically present at their business on an ongoing basis and would not spend more time in Truckee simply due to better electronic or phone communications capabilities.

Out-of-towners who held more traditional types of employment would not spend any more time in Truckee in response to improved internet access. These respondents had other commitments in their full-time communities that are not necessarily restricted to work issues (kids' soccer games, social/community involvement, etc.).

All of the respondents felt that it would be appropriate for new service providers to open their doors in the Truckee market. Only one respondent did not endorse the right of TDPUD to enter the local phone, CATV and ISP markets. Respondents felt that

competition would be very good for consumers and that it would improve the services provided by companies already offering these services.

TDPUD was perceived to be an adequate provider of power. Respondents indicated that they had not had any problems with the electric service they received and that was all they really expected. None of the respondents indicated having had recent contact with TDPUD.

Two of the people who were interviewed had switched from propane to all-electric heating with TDPUD. These individuals had experienced poor service from propane suppliers that resulted in their homes incurring significant damage. These homeowners indicated that the propane company had failed to monitor their tanks and that pipes had frozen, and then burst, once their furnaces had run out of fuel.

While not asked specifically about the demographics of these households, it was apparent that many of these individuals were high income, had substantial assets or had other means to live the good life. Some of the respondents indicated that Truckee was just one of several areas where they fled for recreation and renewal. Many of the respondents were skiers and that was the motivating reason for establishing a Truckee vacation home or condo.

These respondents were articulate and interested in providing input to the project. Few people refused to be interviewed, though most confessed that they were not really involved with the Truckee community and felt that the full-time residents should be calling shots regarding whether or not TDPUD should invest in competing for the subject services.

PART 2:

Telephone Interviews **Full-Time Truckee Residents**

METHODOLOGY

A telephone survey methodology was selected for this project because of the inherent strengths in fulfilling the objectives of the Request for Proposal. The strengths of this methodology include:

- 1.) Projectability of the results to the general population.
- 2.) Ability to analyze and statistically support statements regarding the results.
- 3.) Low cost per response.
- 4.) Fast turn around.

A total of 401 telephone interviews were completed from January 29 through February 6, 2000. Calls were made from a list provided by TDPUD of Truckee residents with local statement mailing addresses. The original call list was edited by Sierra Market Research to eliminate duplicate households and to review and update area codes that had changed since first entered into the database. Listings with area codes outside of the designated service area were eliminated from the call list.

Quality control.

The Marketing Research Association provides member companies with resources to ensure that surveys meet industry standards. Sierra Market Research follows these guidelines, which include:

Multiple contact attempts. Each household selected to be in the sample had four attempted contacts before a replacement household was selected. The times and dates of follow-up calls were staggered to ensure that people who were working or otherwise unavailable at the time of the initial contact, had a high likelihood of being contacted

during one of the call-backs. Bilingual (English/Spanish) interviewers were available to assist respondents who were unable to adequately respond in English. However, all respondents contacted were able to communicate in English and none of the interviews required administration in Spanish.

Pretesting the questionnaire. This ensures that respondents understand the questions being asked and any categorical choices they may have regarding the response.

Pretesting also provides a check on the computer assisted telephone interviewing (CATI) programming to ensure that any skip patterns are functioning properly.

Interviewer training. The Field Director conducts a briefing for the interviewers. This briefing communicates the timing on the field aspects of the study and reviews the questionnaire. Interviewers then conduct practice interviews on one another. A lead interviewer conducts the first "live" interviews, while the other interviewers observe.

Supervision. The Field Director was present in the phone room at all times when calls were made, answering questions, dealing with unexpected situations, coaching interviewers when needed and developing codes for the open ended question (Q.11). The Field Director was also responsible for call-back validation, where 10% of the participants were contacted a second time to verify they had been interviewed and that the responses they had given were properly captured.

Generally, the sample member's name is not used when the interviewer introduces him or herself. Interviewers will use a sample member's name if, in their judgment, the use of the name will foster participation in the survey. Also, the sample member name is used when children answer the phone in an effort to get the adult to take the call.

Call results.

The quality of the call results for this study exceeded industry experience. That is, contact incidence and participation levels were greater than that realized in an average telephone survey. Contact incidence is dependent on the quality of any list that might be provided for a study. For the list utilized in this study, 5% of the numbers were found to

be inactive and 14% of the numbers were for businesses, rather than residences. At 81%, the proportion of active target phone numbers was very high.

Participation rates in surveys may depend on passing established screening criteria, the length of survey, the number of people home at the time of the calls, and call screening efforts on the part of the sample universe (caller i.d., answering machines, etc.).

Households failing to pass the preliminary screening criteria included:

- 16 Who indicated they worked for a utility or CATV provider
- 14 Who indicated their Truckee home was an investment property
- 60 Who indicated they were unfamiliar, and not interested in computers or the internet.

The survey administration length for this questionnaire averaged 9 minutes, 5 seconds. The industry participation rate experience for a survey of this length is 55%. The participation rate for this study was higher, at 61%.

Determination of Sample Size.

The size of the sample is determined by the size of the population universe (Truckee residents) and the level of support desired in standing behind the results of the survey. The industry standard indicates that results should be supportable using two tests, and both of these tests relate to the null hypothesis. The null hypothesis states that there are no differences between sample members with respect to the responses that they make to questions asked in the survey. Where statistical differences surface, the null hypothesis is rejected and a statement can be made that differences do exist.

The two tests utilized in supporting statements that differences exist are statistical confidence and statistical power. Statistical confidence is a test that states that the differences observed in the subject sample would be replicated if an exact follow-up survey were conducted. With the sample size utilized in this study, we have a 95% confidence level. That means that if we conducted this same survey 100 times, among different members of the same sample universe, we would have statistically identical

results in at least 95 of those 100 surveys. This is the test used to manage the Type 1 error of making a statement that something is statistically different, when it isn't.

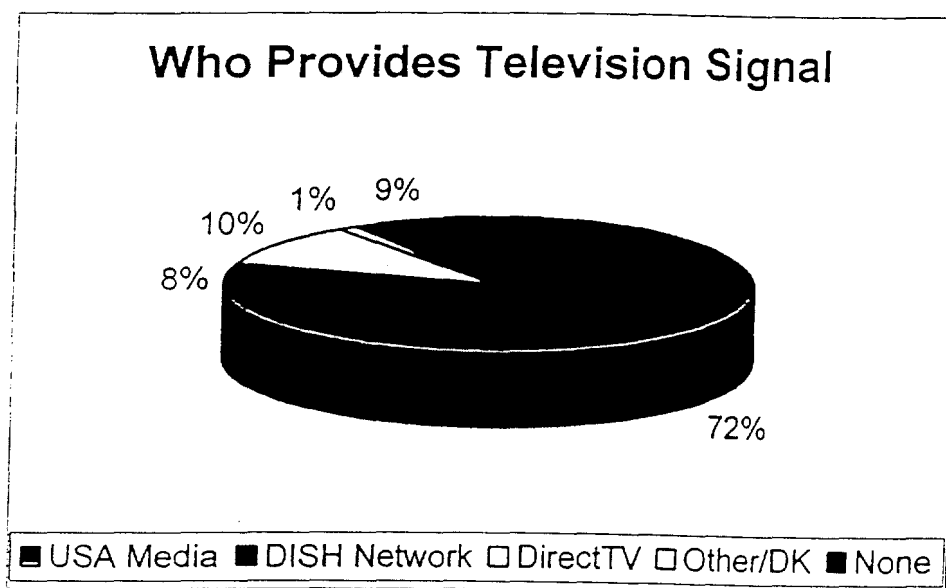
The complement of statistical confidence is the test for statistical power. This test manages the Type 2 error where a statement is made saying that something is not statistically different, when it is. With our sample size, we are 80% confident of avoiding a Type 2 error. Again, this level of sample power conforms to industry standards.

DETAILED FINDINGS

Gender. The surveyed population was evenly split male (52%) and female (48%). No quota controls were needed to ensure that either gender had more of a voice in the results from the survey.

Male respondents were much more likely to indicate that their household's total income exceeded \$50,000 (65%) than were female respondents (44%). Male respondents were also more likely to be heavy users of the internet (65% of the heavy users were male), and to be at least 50 years of age (60% of this aged respondent group were male).

2.) Who provides your television signal?



USA Media was the provider of the television signal to 72% of Truckee's households. Customers of USA Media were light or moderate users of the internet.

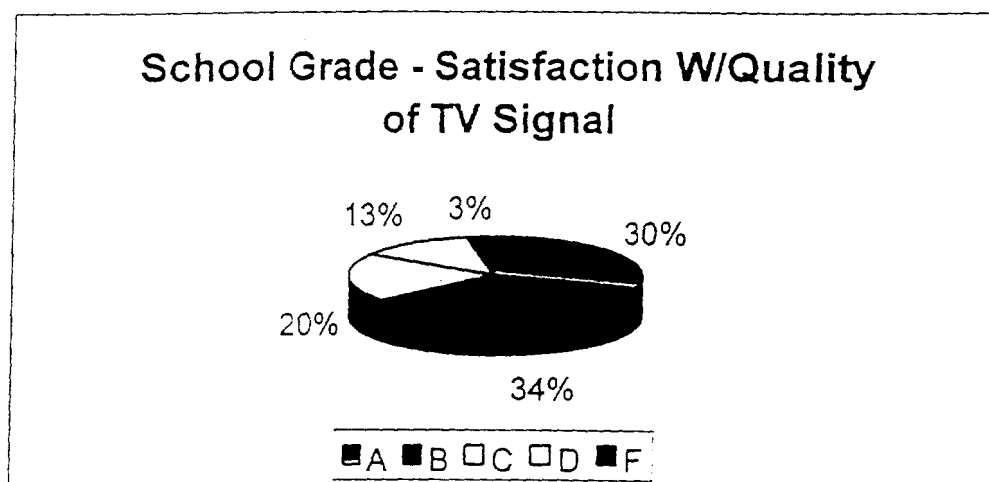
The main satellite providers had similar market shares; DirectTV at 10%, DISH Network at 8%. There were no statistically significant differences between the two groups of satellite customers with respect to their demographics.

One-in-eleven (9%) Truckee residents did not receive a television signal. Only one factor was statistically supportable regarding how they differed from the overall population, and that was the fact that two-thirds (66%) were under 40 years of age. This group appeared to be newer residents of Truckee and to have lower incomes, but these statements do not pass the necessary statistical tests for significance against other groups of respondents due to the low number of members of this group of respondents.

School grading system. Respondents were asked to use the traditional school letter grading system to rate items contained within Questions 3, 5 and 8. The following statement introduced the grading system.

Using a school grade system, where "A" = very satisfied, "B" = somewhat satisfied, "C" = neither satisfied or dissatisfied, "D" = somewhat dissatisfied and "F" = not at all satisfied, please tell me how satisfied you are with:

3.a. The quality of your television signal.



Provider (Base:366 w/TV signal)		Grade Awarded (%)				
		A	B	C	D	F
USA Media	(290)	21	36	23	16	4
DISH Network	(31)	65	16	13	3	3
DirectTV	(38)	68	29	3	0	0

When compared with subscribers of CATV, satellite TV subscribers were significantly more satisfied with the quality of their TV signal.

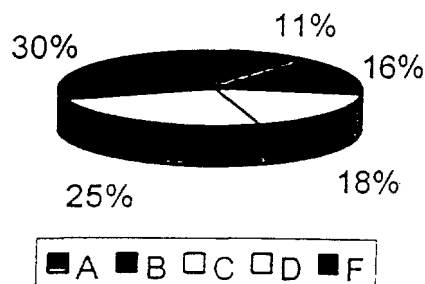
Provider (Base:366 w/TV signal)	Grade Awarded (%)				
	A	B	C	D	F
USA Media (290)	4	15	27	30	24
DISH Network (31)	32	27	27	7	7
DirectTV (38)	32	44	13	11	0

USA Media's customers were not satisfied with the price they paid for their television signal, with half (54%) rating the company "D" or "F" in this area. Satellite customers were far more satisfied in this area, with DirectTV customers more satisfied DISH Network customers.

The equipment price, the inability to establish a line-of-sight with signal relay towers, or neighborhood covenants concerning satellite dishes, may explain why USA Media has a commanding market share, despite the poorest showing in the price/value area.

3.d. The choices you have for who provides your signal.

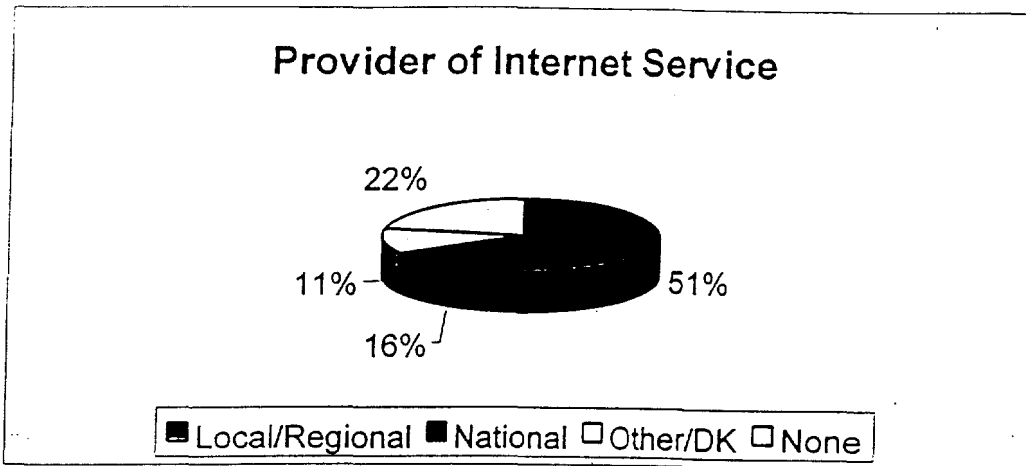
School Grade - Satisfaction W/Choices for Signal Provider



Provider (Base:366 w/TV signal)	Grade Awarded (%)				
	A	B	C	D	F
USA Media (290)	8	15	18	28	31
DISH Network (31)	30	17	28	11	14
DirectTV (38)	20	30	10	20	20

About half of the Dish Network (47%) and DirectTV (50%) customers graded their satisfaction with the choices available to them regarding who provided their TV signal either "A" or "B". About one-fourth (23%) of USA Media's customers rated their choice "A" or "B". Satisfaction, with respect to choices for TV signal provider, was mediocre.

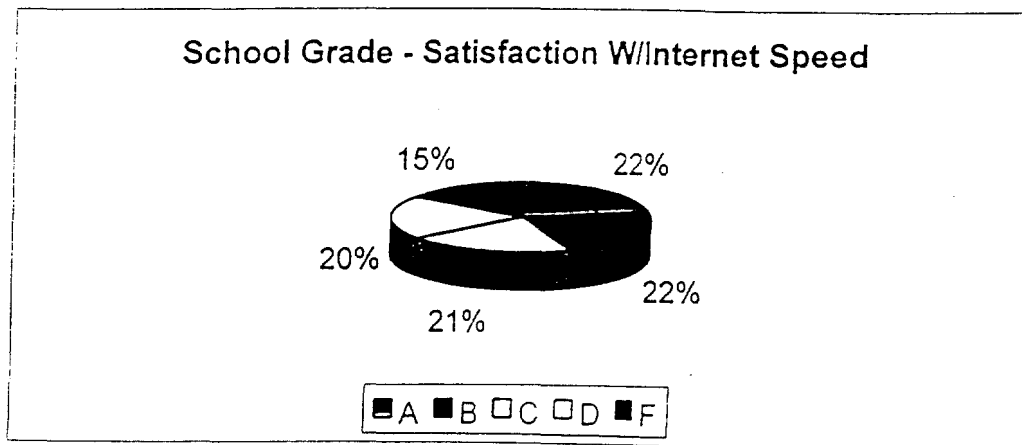
4.) Who provides your residence or local business with internet service?



About three-fourths (78%) of Truckee households indicated that they had access to the internet. Subscription levels local/regional (51%) ISPs were much higher than subscriptions to national (16%) ISPs.

Among heavier users of the internet, local/regional ISPs fared better than national ISPs. Local/regional providers also had a better share of college graduates who had internet services.

5.a. The speed of your internet service.

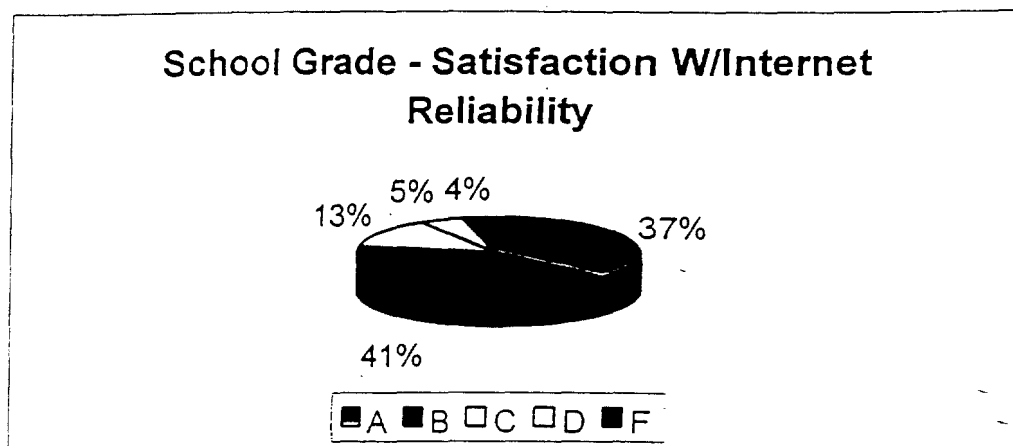


Provider (Base: 312 Net Users)	Grade Awarded (%)				
	A	B	C	D	F
Local/Regional (206)	20	31	20	18	11
National (62)	13	24	24	22	17
Other/Don't Know (44)	33	12	10	25	20

Satisfaction levels with internet speed were lower than satisfaction with the other internet related attributes that were explored. Grade "A" or "B" satisfaction with speeds experienced with local/regional (51%) providers was significantly better than the same grades awarded national (37%) providers.

About one-fifth (22%) of the Truckee households had no internet service available to them. National providers penetrated a limited number of households (15%). With half (51%) of the households covered by local/regional providers, this market appeared to be highly competitive.

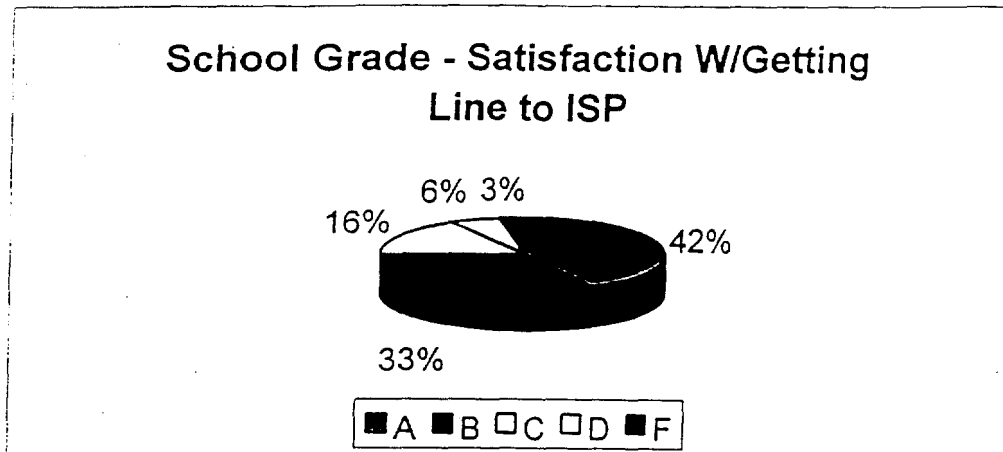
5.b. The reliability of your internet service.



Provider (Base: 312 Net Users)	Grade Awarded (%)				
	A	B	C	D	F
Local/Regional (206)	38	43	12	5	2
National (62)	33	40	16	3	8
Other/Don't Know (44)	37	42	14	2	5

Regardless of class of ISP, service reliability received high grades.

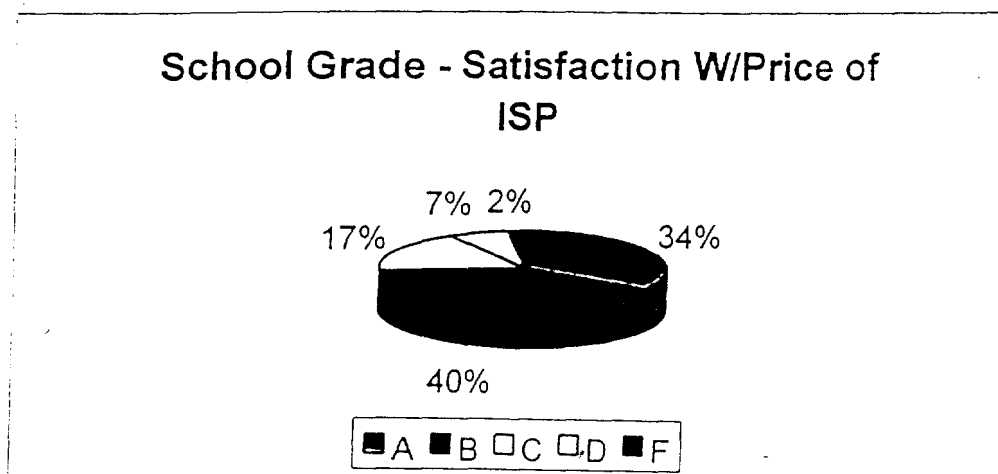
5.c. The ease of getting a line for the service.



Provider (Base: 312 Net Users)		Grade Awarded (%)				
		A	B	C	D	F
Local/Regional	(206)	47	33	13	5	2
National	(62)	30	32	26	7	5
Other/Don't Know	(44)	35	33	15	12	5

Local/regional (80%) ISPs received more combined "A" and "B" grades than national ISPs (62%) in the area of getting a line through the service. Satisfaction with the local/regional providers on this attribute was very strong. This finding suggests that, national providers have not adequately invested in capacity in the Truckee area.

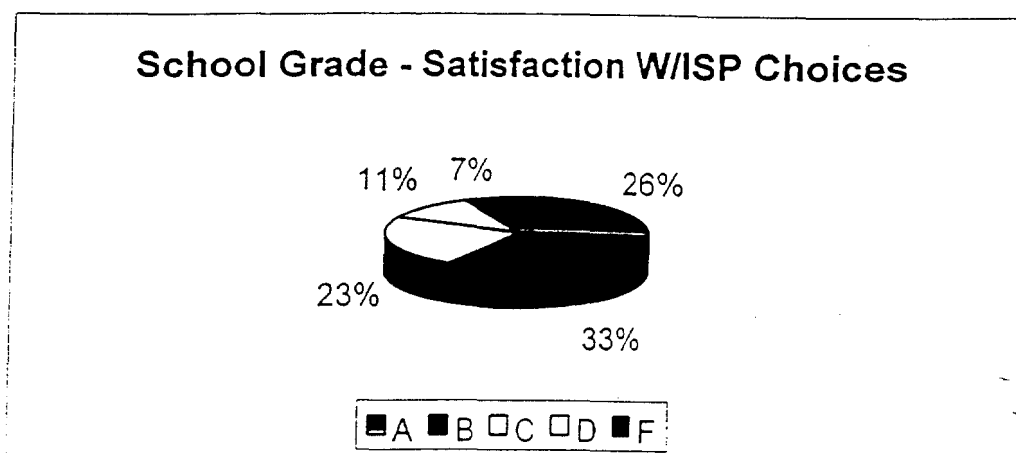
5.d. The price you pay for your internet service.



Provider (Base: 312 Net Users)	Grade Awarded (%)				
	A	B	C	D	F
Local/Regional (206)	38	42	14	5	1
National (62)	28	37	20	13	2
Other/Don't Know (44)	20	37	30	8	5

Local/regional ISPs received better grades than the nationals with respect to satisfaction with the price paid for the service

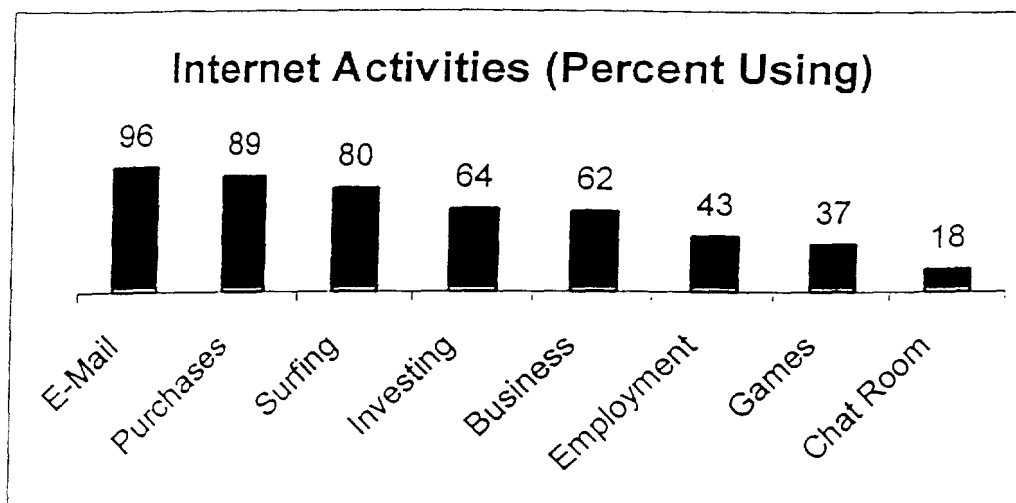
5.e. The choices you have for internet services



Provider (Base: 312 Net Users)	Grade Awarded (%)				
	A	B	C	D	F
Local/Regional (206)	25	33	23	14	5
National (62)	30	33	28	2	7
Other/Don't Know (44)	29	33	11	15	12

Although subscribers to national ISPs generally graded the performance of their service lower than those who subscribed to local/regional ISPs, they were just as satisfied with the array of choices available to them for ISPs.

- 6.) How does your household use the internet?
BASE: 312 users of internet services.



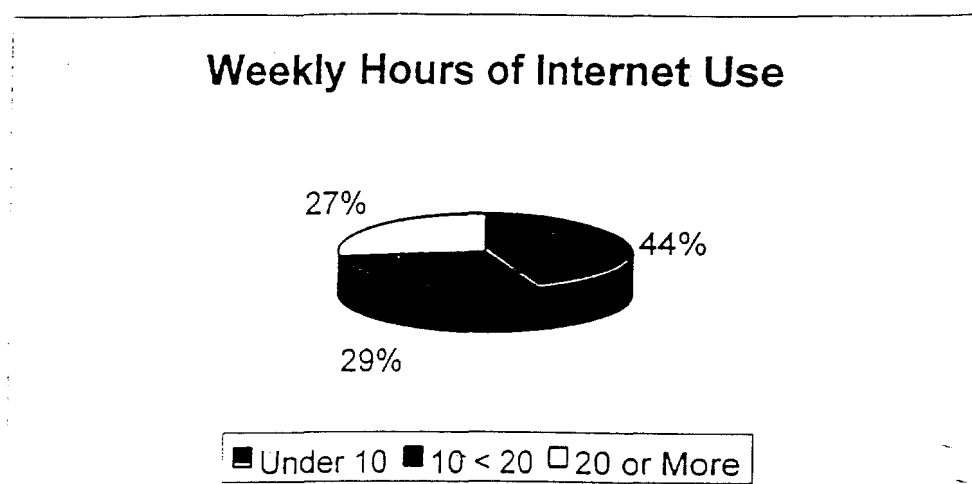
- a. For recreational "surfing the net". Most (80%) internet users "surf the net". Respondents under 50 years of age (86%) were more likely to engage in this activity than respondent 50 years of age or older (65%).
- b. To research or make investment decisions. About two-thirds (64%) of the internet users used the net for investment purchase or information. Heavy internet users (77%) were likely to engage in this activity when compared with light internet users (58%). Higher income users were also more likely to utilize the net for investment activities.
- c. Managing business-related matters. More than half (62%) of the internet users managed business related matters using the net. Heavy internet users (76%) and college grads (72%) were more likely to use the net for this activity.
- d. Managing employment-related matters. Less than half (43%) of the internet users used the net for employment activities. Respondents 50 years of age or older (28%) were least likely to use the net for such activities.

- e. Playing games. Game playing was utilized by about one-third of net users (37%). Respondents who had not graduated from college were most likely to play games on the internet (48%).
- f. Researching products or purchasing items or services. Shopping and purchasing were activities utilized by a large proportion of net users (89%). High levels of usage were observed among all segments of the sample population.
- g. Using e-mail to correspond with others. Of the internet activities measured, e-mail use had the highest incidence rate (96%). Only 12 of the 312 internet users did not use e-mail to correspond with others.
- h. Chatting with others in chat rooms. Of the internet activities explored, chat room use had the lowest incidence of use (18%). Respondents who had not graduated from college were somewhat more likely to use chat rooms (24%). There was a strong correlation between game playing and chat room usage on the internet.

7.) In an average week, about how many hours would you estimate that you, and members of your household, spend on the internet?

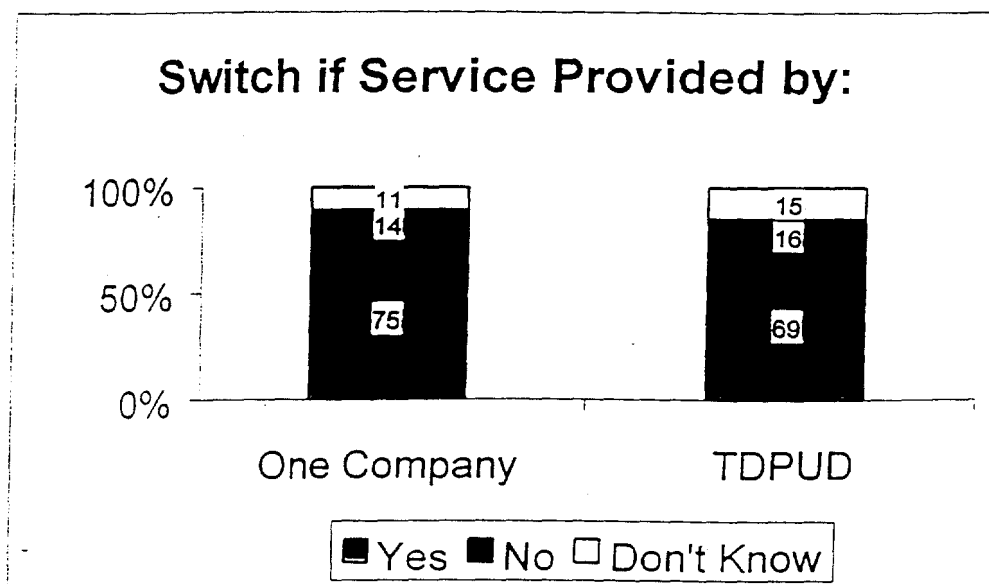
The median number of hours spent on the internet each week was ten. Light users (1 to 8 hours each week) of the internet represented a large portion of the households where incomes were under \$50,000 (69%).

BASE: 305 respondents reporting weekly internet hours.



Households with annual incomes under \$50,000 a year were more likely to use the internet between 1 and 10 hours each week. Higher income households indicated that they utilized the internet more than 10 hours each week.

- 8.) If one company were able to provide you with improved local cable television and internet services, would you be likely or unlikely to purchase those services that you use from one company?
- 9.) Would you be likely to purchase cable television and internet services from one company if that company were Truckee-Donner Public Utility District?



Most respondents indicated that they would purchase improved CATV and ISP services from one provider, if available (75%). When followed up with a question regarding if they would purchase these services if the provider were TDPUD, the figure dropped 6 points (to 69%). Most of the drop in intent fled to the "Don't Know" category. Few (2%) of the respondents switched their intent from Yes to No based on the identity of the service provider being revealed as TDPUD.

Households with incomes under \$50K (77%) were more likely to say "Yes" to TDPUD as provider of CATV and internet services than were households with incomes of \$50K or more (67%).

- 10.) Why do you say that (you would or would not purchase such services from TDPUD? PROBE Multiple responses possible.

<u>Reason or Comment</u>	<u>Would Purchase TDPUD Services</u>		<u>Would Not Purchase TDPUD Services</u>		<u>Don't Know</u>	
BASE:	278		65		58	
	%	#	%	#	%	#
If Better Price	37	104	11	7	48	28
Positive PUD Experience	27	76	0	0	0	0
One Bill Convenience	18	50	0	0	0	0
If Internet Faster	13	35	3	2	5	3
Unhappy w/Cable Service	12	34	3	2	3	2
If Package of Services	10	27	2	1	2	1
Like Local (TDPUD) Owner	9	25	0	0	4	2
Inappropriate for TDPUD	2	5	26	17	5	3
More Competition Better	7	20	0	0	3	2
Satisfied W/Current TV Svc	2	6	16	11	2	1
Other Positive TDPUD	5	15	0	0	0	0
Satisfied W/ISP Service	1	4	12	8	2	1
Other Negative TDPUD	0	0	12	8	0	0
Other General Comments	8	24	23	15	48	28

The 278 respondents indicating they would purchase expanded services from Truckee-Donner PUD, made a total of 425 comments as to why they would purchase such services.

The top things that would motivate respondents to switch to Truckee-Donner PUD for a bundle of services were; lower prices, having had positive experiences with TDPUD in the past, and the convenience of receiving one bill for the combined services.

Among the 65 respondents indicating they would not purchase expanded services from Truckee-Donner PUD, a total of 71 comments were received as to why they would not purchase such services from TDPUD.

There were two main reasons why these respondents would not switch to Truckee-Donner PUD; the feeling that such services were inappropriate for the public utility and satisfaction with their current provider for their television signal (usually satellite).

Among the 58 respondents indicating they were uncertain as to purchasing expanded services from Truckee-Donner PUD, a total of 71 comments were received as to why they were uncertain regarding making such purchases from TDPUD. Lower pricing was the only thing this group would consider in switching from their current providers.

11.) Dwelling type.

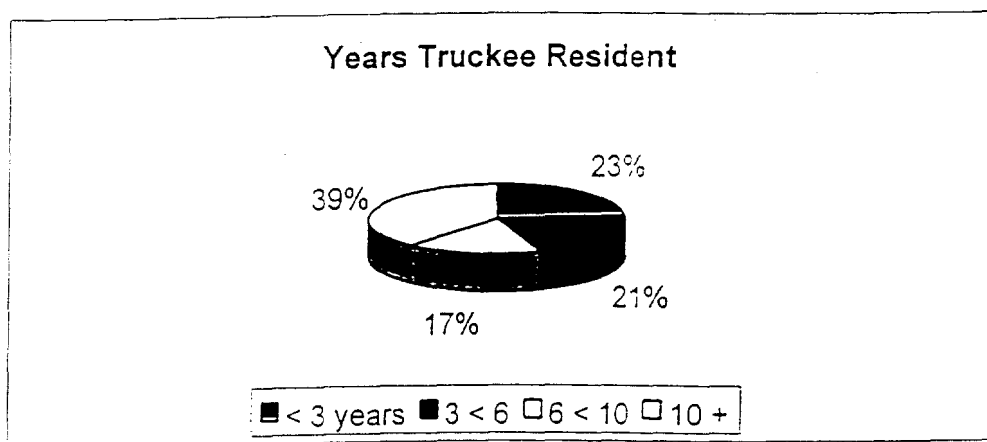
Most (86%) respondents indicated that they lived in single family dwellings.

Among the respondents who lived in multi-family dwellings, most had been residents of the Truckee area for less than 6 years. These respondents also reported lower annual household incomes when compared with respondents living in single family dwellings.

12.) Is your Truckee residence your primary, or more of a part-time, residence?

Nearly all of the respondents indicated that their Truckee residence was their primary residence (98%). There were too few respondents reporting that their Truckee residence was part-time to provide enough of a base to analyze differences between them and the full-time residents.

13.) How long have you lived in the Truckee area?



About one-third (39%) of the respondents reported having lived in Truckee for 10 or more years. A similar proportion (38%) reported living in Truckee for the past 3 to 9 years. As would be expected, longer term residents tended to be older than shorter term residents.